

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 576266 /		<u>Alt Order #</u> 09822684
<u>Product</u> OBAMA FOR AMERICA-C		
<u>Contract Dates</u> 09/20/12 - 09/26/12		<u>Estimate #</u> 1812
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/19/12 / 09/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	6	09/20/12	09/26/12	M-F 430-5a	430-5a		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$100.00			
N 2	6	09/20/12	09/26/12	M-F 530a-6a	530a-6a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$415.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	09/20/12-09/26/12	M-F 530a-6a	530a-6a	MTuWThF----	:30		\$415.00	NM		
	See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12											
N 3	6	09/20/12	09/26/12	M-F 6a-7a	6a-7a		:30			NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$585.00			
N 4	6	09/20/12	09/26/12	M-F 7a-8a	7a-8a		:30			NM	1	\$635.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$635.00			
N 5	6	09/20/12	09/26/12	M-F 8a-9a	8a-9a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$565.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	6	09/20/12-09/26/12	M-F 8a-9a	8a-9a	MTuWThF----	:30		\$565.00	NM		
	See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12											
N 6	6	09/20/12	09/26/12	M-F 9a-10a	9a-10a		:30			NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$335.00			
N 7	6	09/20/12	09/26/12	M-F 10-11a	10-11a		:30			NM	2	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				2	\$170.00			
N 8	6	09/20/12	09/26/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$300.00			
N 9	6	09/20/12	09/26/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/20/12	09/26/12	MTWTF--				1	\$315.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
576266 /	09822684

Contract Dates	Product	Estimate #
09/20/12 - 09/26/12	OBAMA FOR AMERICA	1812

Advertiser	Original Date / Revision
Obama/D/President	09/19/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
												Totals
												Amount

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<u>Advertiser</u> Obama/D/President		<u>Estimate #</u> 1812
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
1	6	09/17/12-09/23/12		FOX Prime Thursday 8	8p-9p	----Th-----	:30		\$2,800.00	NM		
		See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12										
2	6	09/24/12-09/24/12		FOX Prime Monday 8-9p	8p-9p	M-----	:30		\$2,000.00	NM		
		Ⓜ MG for 15.2,2.1,16.3,5.1,19.1,21.2,20.1										
3	6	09/25/12-09/25/12		FOX Prime Tuesday 7-8p	7p-8p	-Tu-----	:30		\$2,000.00	NM		
		Ⓜ MG for 15.2,2.1,16.3,5.1,19.1,21.2,20.1										
4	6	09/23/12-09/23/12		Su 630-7a	630-7a	-----Su	:30		\$135.00	NM		
		Ⓜ MG for 15.2,2.1,16.3,5.1,19.1,21.2,20.1										
5	6	09/24/12-09/26/12		M-F 430-5a	430-5a	MTuW-----	:30		\$200.00	NM		
		Ⓜ MG for 15.2,2.1,16.3,5.1,19.1,21.2,20.1										
6	6	09/24/12-09/26/12		M-F 430-5a	430-5a	MTuW-----	:30		\$200.00	NM		
		Ⓜ MG for 15.2,2.1,16.3,5.1,19.1,21.2,20.1										
7	6	09/24/12-09/26/12		M-F 5a-530a	5a-530a	MTuW-----	:30		\$550.00	NM		
		Ⓜ MG for 15.2,2.1,16.3,5.1,19.1,21.2,20.1										
8	6	09/24/12-09/26/12		M-F 5a-530a	5a-530a	MTuW-----	:30		\$550.00	NM		
		Ⓜ MG for 15.2,2.1,16.3,5.1,19.1,21.2,20.1										
9	6	09/24/12-09/26/12		M-F 11a-1130a FOX 6 News	11a-1130a	MTuW-----	:30		\$300.00	NM		
		Ⓜ MG for 15.2,2.1,16.3,5.1,19.1,21.2,20.1										
10	6	09/24/12-09/26/12		M-F 11a-1130a FOX 6 News	11a-1130a	MTuW-----	:30		\$300.00	NM		
		Ⓜ MG for 15.2,2.1,16.3,5.1,19.1,21.2,20.1										
11	6	09/24/12-09/26/12		M-F 1130a-12p FOX 6 News	1130a-12p	MTuW-----	:30		\$315.00	NM		
		Ⓜ MG for 15.2,2.1,16.3,5.1,19.1,21.2,20.1										
12	6	09/24/12-09/26/12		M-F 1130a-12p FOX 6 News	1130a-12p	MTuW-----	:30		\$315.00	NM		
		Ⓜ MG for 15.2,2.1,16.3,5.1,19.1,21.2,20.1										
N 21	6	09/20/12	09/26/12	M-F 1135p-1205a	1135p-1205a		:30			NM	1	\$200.00
		<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>										
Week:		09/20/12	09/26/12	MTWTF--			2		\$200.00			
		<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>										
		2	6	09/20/12-09/26/12	M-F 1135p-1205a	1135p-1205a	MTuWThF----	:30	\$200.00	NM		
		See MG 20.2,20.3,20.4,20.5,20.6,20.7,20.8,20.9,20.10,20.11,20.12										
Totals											39	\$18,470.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/26/12	39	\$18,470.00	\$15,699.50
Totals	39	\$18,470.00	\$15,699.50

Signature: _____ Date: _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Daniel Jester,
 being/on behalf of: Barack Obama, a legally
 qualified candidate of the Democratic political
 party for the office of: President of the United States
 in the Primary & General
 election to be held on: Various dates

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, James A. Messina
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

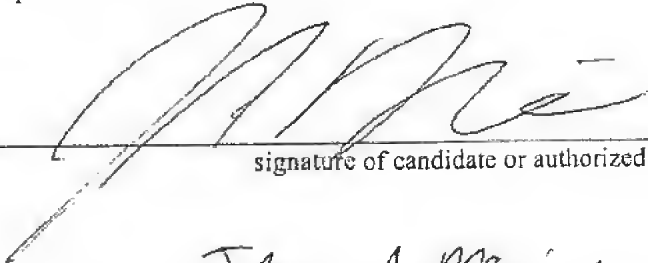
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

x 
signature of candidate or authorized committee

James A. Messina
printed name

1/18/2012
date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

Clean / Renewable Energy
Economy

I represent that the payment for the above described broadcast time has been furnished by:

OFA - Obama for America

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Martin Nesbitt

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee



1/18/2012
Date

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



AUECW 400

Check Date: 09/19/2012		Vendor: 0001013486 WITI-TV		Check No. 112462	
Project Name: Obama for America 2012 Media			Flight Dates: 9/20/2012 thru 9/26/2012		
Invoice Number	Invoice Date	Voucher ID	Gross Amount	Discount Taken	Paid Amount
0019248109200926	09/19/2012	00192481	89,088.50	0.00	89,088.50
Totals			\$89,088.50	\$0.00	\$89,088.50



Washington Harbour
3050 K Street, NW, Suite 100
Washington, DC 20007
202.338.8700

JPMORGAN CHASE BANK, N.A.
Syracuse, NY
50-937/213

112462

Date 09/19/2012

Pay Amount \$89,088.50***

Pay ****EIGHTY-NINE THOUSAND EIGHTY-EIGHT AND 50 / 100 DOLLAR****

To The
Order Of

WITI-TV
9001 North Green Bay Road
Milwaukee, WI 53209



William H. Scott
Rachana V. Olson
Authorized Signature